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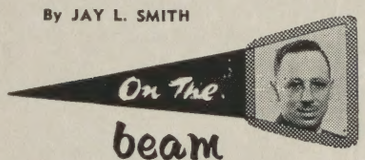
David Knight To Urge PA's Here

By JAY L. SMITH



The J. Arthur Rank Organization has fired its first salvo in a new campaign to break down the alleged barriers against British films in the United States. And what a salvo they have turned loose! A full-page advertisement in the New York Times of January 4th is headed by four, quarter-page stills from "The Cruel Sea", "Simba", "Genevieve" and "The Purple Plain," followed by a 24-point heading which reads, "Four famous British Movies millions of Americans will never see"

Under the still from "The Cruel Sea" is the information that the picture shattered all-time box-office records in Australia, that in Poland it was seen by one and a quarter-million people in five months, and in Canada has already been seen by over three million people. For "Simba" the information given out included the fact that in Denmark the picture played to over 100,000 people in the first nine weeks, and in Paris was premiered day-and-date in four key theatres.

The information on "Genevieve" advises that it has been seen by one-quarter of the entire population of New Zealand, played to 150,000 admissions in Paris, and to a quarter of the population of Copenhagen, in addition to breaking the first-week record at the Sutton in New York. "The Purple Plain" is said to have played to 35,000 people in Lisbon, Portugal in two weeks, and in Italy has been seen by over four and one-half million people in 913 theatres. The picture has been booked into 1,600 theatres in Germany, and holds the all-time attendance record for any one day in New Zealand.

This is just the start of the in-

(Continued on Page 6)

PA Of JARO Star In Canada Tremendous—Other PA's Planned

Toronto: The PA of David Knight, JARO star in Toronto and Montreal last week, may lead to a continuing flow of top-flight British stars to Canada. A suggestion of former JARO general manager Frank Fisher at a discussion with Kenneth Winckles on the possibility of JARO stars making PA trips to Canada, of approaching CBC-TV re the stars' appearance on Canadian TV shows was followed up during the visit of Knight to Toronto, and discussions held with CBC officials on the above.

The PA of Knight was the first

(See KNIGHT Page 6)

Manitoba Exhibitors Fight Amusement Tax

Winnipeg: Mr. Barney Brookler, Associated Booking, has been assigned by the Manitoba Motion Picture Exhibitors Association to visit a majority of exhibitors in the province with a view of explaining

(See AMUSE. TAX Page 6)

Record MGM Week February 5-11 Forecast By H. Cass In Canada

Toronto: An all time record is in the process of being set here in Canada by the MGM sales force, headed by General Sales Manager Hillis Cass, for the MGM Week, February 5-11. The Week which is in honor of Arthur Loew and spans the world, was given added spice with the announcement of Mr. Loew's election as president of Loew's Inc.

(See MGM WEEK Page 8)

Weltner Announces Para. Appointments

New York: A wire from George Weltner, Paramount, announced that Hugh Owen had been named Eastern Sales Manager and that Sydney Deneau had been appointed Western Sales Manager, following the resignation of Ted O'Shea, who leaves Paramount to be Vice-President and World-Wide Sales

(See WELTNER Page 6)

Programme Director

Toronto: Allan F. Water, President and Manager of Radio Station CHUM, Toronto, announced the appointment of Phil Stone as CHUM's Programme Director, effective January 1st.

(See STONE Page 8)

CBC-TV Newsreel Covers Foto-Nite

Toronto: CBC-TV newsreel camera's covered the Toronto Allied Theatres Foto-Nite pay-off of $7,-900.00 on December 14th and motion pictures of the proceedings were shown on the 6.45 P.M. CBC-TV news broadcast, December 15th.

(See FOTO-NITE Page 6)

Jules Levey Readies "The Tontine"

New York: "The Tontine," best-selling novel by Thomas B. Costain, was acquired as a motion picture property this week by Jules Levey, independent film producer. Already embarked on the pre-production work, Levey has been discussing the scenario with several top writers and has begun casting conferences with leading Hollywood stars. The film is to be made in England.

(See LEVEY Page 6)

"GUYS AND DOLLS"

Goldwyn's musical bonanza "Guys and Dolls", released through MGM will be shown in all small situations across Canada starting the first week in February. Optical prints will be used.

Myers Heads Canucks At N. Y. Fox Meet

New York: Peter Myers, 20th-Fox's Canadian general manager headed a contingent of 6 Canadians at a special sales convention held in New York, chaired by Al Lichtman, Director of Distribution for the company.

Coming directly after the announcement of the company's amplified production program which will see 34 pictures produced or released in 1956 at a total cost of more than $70,000,000, sales heads of the company's domestic and Ca-

(See MYERS Page 6)

Gerngross To MPTV

Toronto: Alex Metcalfe, MPTV's general manager announced the appointment of Mrs. Elena Gerngross to the staff of the TV com-

(See GERNGROSS Page 8)

Garfin Resigns

Toronto: Joe Garfin, Toronto branch manager for Empire-Universal has resigned from the company. Garfin came to Toronto in July of last year to take over the Toronto branch coming from Calgary, where he had held down the same position for some time.

CANADIAN PICTURE PIONEERS ANNUAL MEETING, JAN. 23 AT KING EDWARD HOTEL

ON ITS WAY TO FAME AND FORTUNE!

EVERY DAY A NEW HONOR!
LOOK MAGAZINE: "Susan Hayward bids for an Academy Award."
WOMAN'S HOME COMPANION: "Picture of the Month."
REDBOOK: "Picture of the Month."
AMERICAN WEEKLY: "Salutes Susan Hayward."
COSMOPOLITAN: Louella Parsons—"Susan Hayward, Best Female Performance."

Susan Hayward in the role of Lillian Roth, a performance to remember!

With the Twin-World Premiere engagements in Chicago and Los Angeles breaking records, it is already an established fact that "I'LL CRY TOMORROW" is one of the greatest box-office attractions of all time.

★

M-G-M presents

"I'LL CRY TOMORROW"

starring **SUSAN HAYWARD**

RICHARD CONTE · EDDIE ALBERT · JO VAN FLEET · DON TAYLOR · RAY DANTON

Screen Play by **HELEN DEUTSCH and JAY RICHARD KENNEDY** · Based On the Book "I'LL CRY TOMORROW" by LILLIAN ROTH, MIKE CONNOLLY and GEROLD FRANK

Directed by **DANIEL MANN** · Produced by **LAWRENCE WEINGARTEN**

(Available in Perspecta Stereophonic or 1-Channel Sound)

UA Acquires Todd's "Around the World"

New York: Michael Todd announced that he has signed an agreement with Arthur B. Krim, President of United Artists, for world-wide distribution of the multi-million dollar Todd-AO production "Around The World In Eighty Days."

In announcing the agreement with United Artists, Mr. Todd issued the following statement:

"After careful consideration of the numerous attractive offers from different motion picture companies interested in releasing 'Around The World In Eighty Days,' I decided to throw in my lot with United Artists. I made this decision on the record of achievement in the five years since the vigorous new management group headed by Mr. Krim took over.

"I have been extremely impressed by the dynamic methods of operation displayed by UA's youthful top echelon. Each film receives hand-tailored sales and promotional treatment. The success of this highly effective approach is reflected in United Artists' rapidly increasing grosses in the highly competitive domestic and world film markets."

Ideal Shutters

Toronto: The final chapter was written in the long career of the Ideal Theatre at 210 Main Street in the Toronto East End when the equipment and furnishings were sold by public auction at the turn of the years. The Ideal was one of the first of suburban houses here, where it had become much of a traditional institution for succeeding generations

From Newfoundland
To Nanaimo
From Grand Prairie
To Granby
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Theatre Screen Advertising
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10940-122nd St. EDMONTON 8-2508
QUEBEC CITY 3-5755

Across the Country

Toronto

The attractive Beam Theatre at Beamsville, Ont., has featured a special performance for juveniles in connection with the holiday season with the co-operation of the Beamsville fire department, almost since the theater was opened. For the recent annual party, 800 youngsters crowded into the Beam for a free show after which they paraded to the local fire hall where they received gifts from the firefighters.

• • •

After convalescing at his home in Hamilton from the serious operation performed Dec. 1, Arch H. Jolley arranged to return to his duties Jan. 10 at the Toronto headquarters of the Motion Picture Theatres Association of Ontario. He was in St. Joseph's Hospital, Hamilton, for approximately three weeks.

Ottawa

The Imperial Theatre, one of the capital's earliest picture palaces built by the O'Connor family just before the First World War and operated as a first-run house for many years after by the late Harry Brouse, has been closed for some months. One of the 20th Century (Twinex) chain during the past several years, the Bank street theatre had quite a chequered career since its opening more than 42 years ago. Plans for the re-opening are not yet available.

Maritimes

Being a leader in Hebrew activities in Saint John and the Maritime Provinces, Joshua Lieberman has been elected President of the Congregation Shaarei Zedek for the ninth consecutive year. Mr. Lieberman is well known throughout Canada for his efforts on behalf of Israel and the United Refugee Relief under the sponsorship of the Canadian Jewish Congress.

• • •

The Christmas slump and the continued impact of T.V. is deeply affecting the theatre business in the Maritimes. A T.V. Station opened in Newfoundland in August — T.V. Stations opened in Moncton and Halifax months ago and the one in Prince Edward Island is scheduled to open early in March so the Maritimes like the rest of Canada is now well saturated with T.V.

Winnipeg

The Bijou Theatre, Winnipeg, Man., part of the Main Street Pool, closed Thursday, Jan. 5th, due to lack of business. The Bijou, one of the oldest theatres in Winnipeg, was obtained by the Main Street Pool on a rental basis in 1941. The building was purchased a few years later by Western Theatres Ltd.

• • •

About twenty country theatres have closed for the Winter months, and numerous theatres in the territory have gone from two and three changes per week to one change per week.

Vancouver

The Park at White Rock in the Fraser Valley and the 300-seat Village at Qualicum Beach on Vancouver Island will close due to the inroads of T.V.

• • •

Bill Campbell, 77, former drama and movie critic of the Calgary Albertan, who retired to live in Vancouver in 1950 died here this week. Campbell was better known to Calgary theatregoers and journalists by his by-line "SPOTLIGHT" and was an authority on Calgary theatrical history.

• • •

Basil Orme Nixon has been appointed B.C. fire marshal, replacing Bill Walker, who retired at the end of 1955. Nixon joined the fire marshall's office in 1942 as assistant fire marshal. He will be in charge of theatres and booth equipment also examinations for projectionists.

Avon, Vancouver

Vancouver: The dusty and historic old Avon theatre which has given the city everything from Shakespeare to the hoochy-cooch has started a bright new era. A group of Chinese businessmen and fraternal organization heads, formed a company to purchase the 1,000-seater which is in Chinatown from Jack Aceman for a reported $80,000. They will operate at popular prices, 25c and 30c, with a twin bill weekdays and Chinese pictures on Sundays. Head of the new company C.C.A. theatres is Quon Wong, a Chinese lawyer and merchant. The house is the original Pantages built in 1906.

"Anything Goes"

Paramount successful in obtaining services of **Robert Lewis,** outstanding Broadway stage director, for their new **Cole Porter** musical, "Anything Goes", featured are **Bing · Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor** and **Phil Harris.** Scheduled for release this year.

Four From JARO

Donald Sinden reports that he made history in Tripoli, being first film star ever to hold a personal appearance in one of the city's theatres. He is back from Libya where he had been on location for the filming of "The Black Tent," a new **Pinewood** production.

Windsor Station, Windsor, England, is becoming almost a permanent film studio, with the cast of **JARO's** "The Long Arm," now on location there, and many sequences of "Nearer to Heaven" and "Train of Events" having been filmed in this locale.

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In the Box-Office tradition of "The Glenn Miller Universal-International now proudly Announces

the Benny G

Starring

STEVE ALLEN ★ DONNA REED

RELEASED THRU *Empire-* **Universal** *Films Ltd.*

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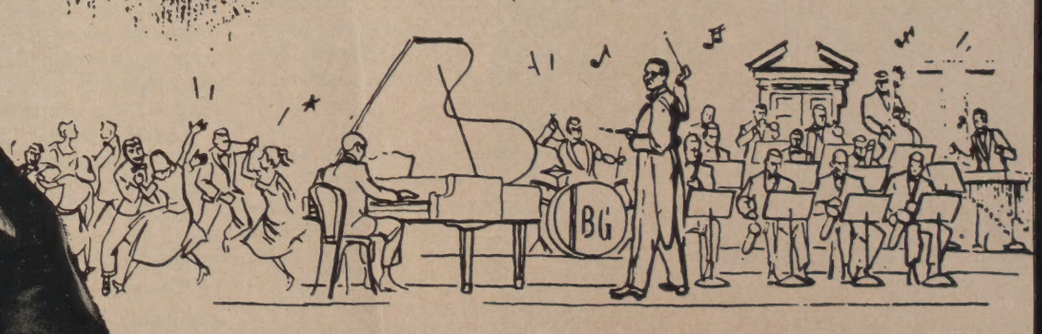


with GENE KRUPA · LIONEL HAMPTON · BEN POLLACK
TEDDY WILSON · EDWARD "KID" ORY

and Guest Stars HARRY JAMES · MARTHA TILTON · ZIGGY ELMAN

and the incomparable **BENNY GOODMAN** *playing the Clarinet*

Universal International

Written and Directed by VALENTINE DAVIES · Produced by AARON ROSENBERG

On the Beam

(Continued from Page 1)

formation and argument on behalf of British films contained in the New York Times advertisement. The balance of the copy goes on to read as follows:

Every year, thousands of Americans see British movies. And like movie-goers all over the world, they enjoy them.

But many millions of other Americans never get the chance. Why? Because British films are almost always shown in small "art theatres" in a few big cities where they are seen by limited audiences.

It is said that this is partly because of a belief by major American exhibitors that British movies — such as those produced by the Rank Organization of England — are not made for the international market. Yet every country in the free world welcomes their broad themes, their human appeal, their vivid action. They have created attendance and box-office records from Canada to Australia, from Holland to Hong Kong.

Then there's the question of accent. It is said that the British accent is a barrier American movie-goers won't take. Yet every big U.S. film producer uses Britsh stars or those who got their start in Britain . . . stars who are among the most popular favorites of American audiences.

Examples? Richard Burton, James Mason, Charles Laughton, Stewart Granger, Edmund Purdom, Jean Simmons, Peter Ustinov, Deborah Kerr, Laurence Olivier, Rex Harrison, Vivien Leigh . . . the list goes on and on. Accent a barrier? Hardly.

British pictures are said to lack action. But films like "Simba," "The Purple Plain" and "The Cruel Sea" have gripped and held audiences in the U.S. as well as in most other parts of the world.

Here in the U.S., experienced film critics time and time again cheer British movies. And year after year British movies win high awards from such authorities as the U.S. National Board of Review, the Academy of Motion Picture Arts and Sciences, and from juries at the European film festivals.

We of the Rank Organization believe that you, the American public, should have the opportunity of seeing the best in British movies at your local theatre, wherever it may be. We are confident that you, the American movie-goer, will be happy to see films that are different, that have a distinctive charm of their own . . . that are exciting and rewarding.

We do not seek special favors. We are seeking only the opportunity to entertain you and to let you be the judge of whether or not we succeed.

In so many other countries our movies provide pleasure and enjoyment for the public.

We are sure we can do the same here in the U.S. You, the movie-goer, must decide if we are to have that chance . . . by telling your local exhibitor that you want to see the best in British movies at your own local cinema.

The balance of the ad is made up by a quarter-page box listing some of the International awards won by British films in the past few years, and cuts of six new British stars, John Gregson, Belinda Lee, Virginia McKenna, Anthony Steel, Peter Finch and Julia Arnall, under the heading, "Will You See These British Movie Stars?".

While I do not have at hand, advertising rates for the N.Y. Times, I imagine the cost of this advertisement would run somewhere in the neighborhood of $5,000. Not chickenfeed by any means, nor do I imagine that this will be the only advertisement the Rank Organization will run, nor will their campaign be confined to the New York Times. Obviously John Davis is determined to make good his vow to get full-scale distribution and exhibition of British pictures in the U.S.

A couple of years ago, he was talking of establishing his own Odeon circuit of approximately 100 or more theatres in the U.S., but plans for this invasion apparently fell by the wayside when the necessary currency exports were denied by the British government.

At the present time, a number of Rank films are being distributed by Universal, and by Republic, in the U.S., with a few being handled by Independents. The Rank Organization, as such, does not have its own distribution set-up in the U.S. Perhaps this new campaign is designed to help the present distributors of the Rank films, or perhaps it is the first step in a plan to set-up a JARO distribution organization in the U.S. Time will tell.

MYERS

(Continued from Page 1)

nadian divisions and branches were also told of the powerful line-up of pictures slated for release the first half of the year, in addition to an outline of policies for the year 1956.

The group beside Mr. Myers, included Cecil Black, assistant to Mr. Myers, also, Robert A. Cringan, Calgary, Alta.; G. L. Chernoff, Montreal, Que.; Dawson Exley, St. John, N.B.; V. J. Beattie, Toronto, Ont. and Gordon Lightstone, Jr., Vancouver.
Vancouver.

Participating closely with Lichtman in the sessions were W. C. Gerhing, Executive assistant general sales manager, and Arthur Silverstone, Assistant general sales manager, Alex Harrison, Western sales manager and Glenn Morris, Eastern sales manager. President Spyros P. Skouras also joined in many of the sessions.

FOTO-NITE

(Continued from Page 1)

The TV newscaster compared the big Toronto Foto-Nite pay-off to the $64,000.00 TV programme.

The $4,000.00 Ottawa Foto-Nite pay-off was also covered by TV news cameras and shown over the CBC-TV news and also CBOFT Montreal.

WELTNER

(Continued from Page 1)

Manager of Magna Theatres "Oklahoma."

Mr. Weltner's wire stated, "I join with Barney Balaban in his expression of a deep sense of personal and professional regret at Ted's resignation. Mr. Balaban has stressed the many important contributions to Paramount's success and welfare made by Ted during his association with the company.

"Both Mr. Balaban and I express our very best wishes for Ted's further and continued success."

Completing the top echelon organization of Paramount's domestic sales force which was revealed in his wire, Mr. Weltner, in charge of world wide sales for the company, also announced the appointment of Charles Boasberg to the newly created post of supervisor of sales for Cecil B. DeMille's production of The Ten Commandments and the Ponti-DeLaurentiis production of War and Peace.

In his new capacity as supervisor of sales and distribution on The Ten Commandments and War and Peace, Boasberg will work directly with Weltner.

AMUSE. TAX

(Continued from Page 1)

to them the methods to employ to interest the merchants of their communities in supporting a reduction in the provincial amusement tax. Material from Mike Simon's MGM Workshop will be used and it is hoped that exhibitors and boards of trades will get together.

In addition to the trip by Mr. Brookler, the Association have printed a circular headed by "How important is the movie theatre to your community," and appealing for support in the form of resolutions for the removal of the tax.

The circular has been mailed to Retail Merchant's Associations, Chamber of Commerce and Board of Trade secretaries, members of the Legislative Assembly, Bank Managers and Editors of all Weekly Newspapers.

LEVEY

(Continued from Page 1)

Making of "The Tontine" will mark Levey's return to the ranks of film producers, after a number of years devoted to the import of foreign pictures. Levey intends to devote himself exclusively to producing from now on, and is in the process of acquiring a group of top-flight story properties for filming, of which "The Tontine", is the first. Pictures that Levey

KNIGHT

(Continued from Page 1)

of a Rank star, and the resulting publicity on radio, TV and in the newspapers during his three day stop-over have gone a long way to proving the advantage of this type of activity, both for the star himself, as well as for his producing company.

The appearance on CBC-TV shows would enable the Rank Organization to overcome the major problem confronting them in sending their stars over here, as an appearance on any show would easily cover the transporation and expenses of the individual and thereby solve the knotty dollar question. A follow-up on this is being pursued by Jim Hardiman and Chas. Mason.

During the hectic trip here, Knight found time for an interview with The Digest and stated, "my trip here is fantastic; I didn't expect half of the reception I received and I'm sure the results will be effective for me personally, will help my films at the boxoffice and help to earn dollars for England." Continuing, Mr. Knight pointed out, that PA of Rank stars would go a long way to build support for British films.

Mr. Knight, impressed by the activity engendered for him by JARO publicist Charles Mason, has written a letter to John Davis outlining his experiences over here and stated that he will personally discuss further PA trips here with Mr. Davis and other Rank officials. The major hold-up in such a program, he said, was the lack of dollars, but an arrangement such as has been discussed with the CBC could overcome this and pave the way for PA's tied specifically to the premieres of JARO product.

"The joint efforts of the Rank people over in England and here will, I hope, enable other Rank stars to visit here", he stated. The Canadian release of his next film, "Lost", is scheduled for sometime in June and Mr. Knight reported that he would suggest on his return that he be sent back here for its premiere.

Highlights of Mr. Knight's activity while in Toronto were an interview with Phil Stone for CHUM; a press reception; personal appearances at the Humber and Danforth theatres; interviews on CKFH; a CBC radio broadcast; a session at CKEY and an appearance on CBC-TV's "Tabloid."

In Montreal, Knight held a press conference, went to the Avenue theatre and had interviews on radio stations CJAD, CKBL and CKAC.

JARO STAR DAVID KNIGHT SPENDS BUSY 3 DAYS MAKING FRIENDS FOR BRITISH FILMS

The first personal appearance in many a year of a British star in Canada was "fantastic" to quote Mr. Knight with newspapers, radio and TV providing complete coverage. The scenes shown here were taken in Montreal and Toronto. Top, David Knight, two models and CHUM's Phil Stone; Knight and Ron Leonard at the Humber theatre; Knight and JARO's general manager, Frank Vaughan. Center, Knight and Toronto critics. Bottom, Knight with JARO's Montreal branch manager Bob Johnson and Charles Mason; Knight and the manager of the Avenue; Knight with United Amusement's Ganetakos, Lester and Giles.

MGM WEEK

(Continued from Page 1)

In Canada, at least, the objective of an MGM subject on every screen will be achieved, Mr. Cass predicted, with over 80% coverage already reported as of last week by branch managers. "I wish to thank all of our regular customers and those exhibitors who normally do not play our product, for the unprecedented co-operation extended to our bookers, salesmen and branch managers in guaranteeing that every open theatre in this country will be showing either an MGM feature, short or news reel during the week of February 5-11," Mr. Cass stated.

"Our appreciation," Mr. Cass continued, "will be expressed to exhibitors in a manner they will best appreciate, good product for 1956. In the next 4 months we will be releasing 12 features with a wide variety of quality entertainment," Mr. Cass then listed the product up to the end of April.

In January, "Ransom!"—(Wide Screen)—Prod: Nicholas Nayfack; Dir: Alex Segal; Cast: Glenn Ford, Donna Reed.

"I'll Cry Tomorrow" — (Wide Screen) — Prod: Lawrence Weingarten; Dir: Daniel Mann; Cast: Susan Hayward, Richard Conte, Eddie Albert.

In February, "The Last Hunt," — (CinemaScope-Eastman Color) —Prod: Dore Schary; Dir: Richard Brooks, Cast: Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget.

"Forever Darling" — (Wide Screen-Eastman Color) — Prod: Desi Arnaz; Dir: Alexander Hall; Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern.

In March, "Forbidden Planet"—(CinemaScope-Eastman Color) — Prod: Nicholas Nayfack; Dir: Fred McLeod Wilcox, Cast: Walter Pidgeon, Anne Francis.

"Meet Me In Las Vegas" — (CinemaScope-Eastman Color) — Prod: Joe Pasternak; Dir: Roy Rowland; Cast: Dan Dailey, Cyd Charisse, and guest stars Jerry Colonna, Paul Henreid, Lena Horne, Frankie Laine, Mitsuko Sawamura.

In April, "Gaby" — (CinemaScope-Eastman Color)—Prod: Edwin H. Knopf; Dir: Curtis Bernhardt; Cast: Leslie Caron, John Kerr, with Sir Cedric Hardwicke.

"Tribute To A Bad Man" — (CinemaScope-Eastman Color) — Prod: Sam Zimabilst, Dir: Robert Wise; Cast: James Cagney, Stephen McNally and introducing Irene Papas.

STONE

(Continued from Page 1)

A member of Variety Club and the Ontario Sportswriters and Sportscasters Association, Stone also holds the voluntary, unpaid position of Public Relations Chairman, Toronto Branch, Red Cross Society.

Along with his Programme Director duties, he will continue to broadcast CHUM's sports programmes; "All Eyes and Ears," the radio version of his daily newspaper (Telegram) column, as well as special events.

GERNGROSS

(Continued from Page 1)

pany. The announcement stated that Mrs. Gerngross had joined the company as station consultant.

Her last position was as Film Director for CKOC-TV, Kitchener. Her background in Kitchener and in TV generally has provided her with wide experience in programming and in understanding the needs of a station film department.

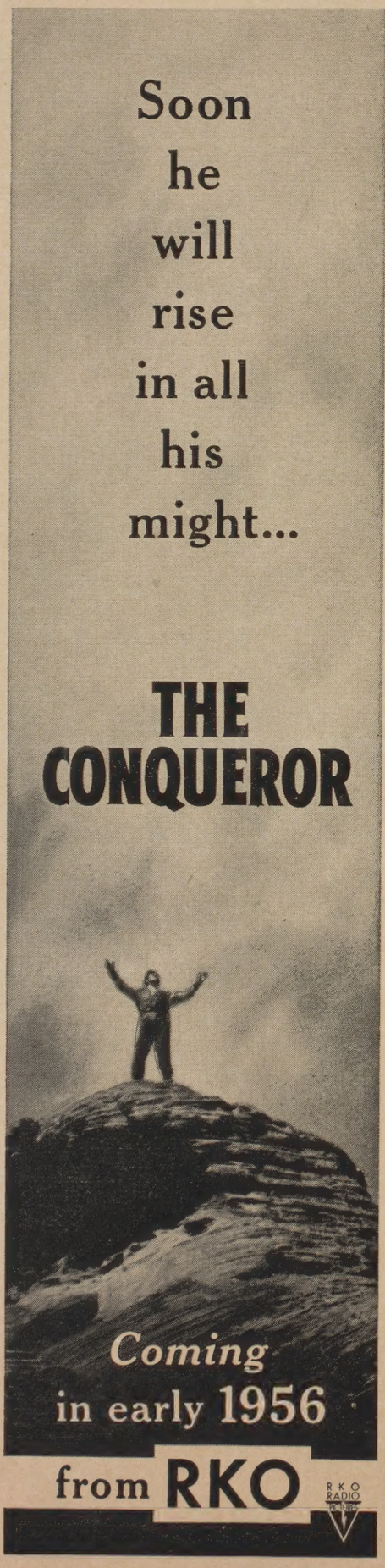
Chatter... That Could Matter!

By MAX CHIC

The Briish Columbia conciliation board report on projectionists has been made public . . . complete information will be published in next week's issue . . . the **Three Deuces** now appearing at the **Barclay Hotel,** Toronto, is one vocal group that should be seen and heard by all . . . you can still catch their act up to Saturday night.

Chet Friedman, MGM's Canadian publicist became a grandfather two weeks back . . . his daughter giving birth to a lion-sized baby girl . . . **Paramount Pictures** Hockey team won their last game by a score of 6 to 1 . . . **Peerless Films** have set "Champion" and "Home of the Brave" for Easter release with completely new advertising, trailers and prints available.

Lucille Ball and **Desi Arnaz** are touring the US publicising their new **MGM** release "Forever Darling" . . . included in the tour are Detroit and Buffalo, so close but obviously so far away, for no mention is made of PA's up here.



U-I's David Lipton Speaks Out "Let Us Face The Facts"

(Continued from last week)

"In addition, to reach the enormous audience on wheels as they drive through city streets and highways, we believe that billboard advertising is more effective today than ever before. Millions of people, while driving, were reached during the past year by national billboard posting for pictures like 20,000 Leagues Under The Sea, Not As A Stranger, To Hell And Back and Lady And The Tramp—all successful pictures, although I am not prepared to attribute the success of any of them to this one factor alone. National billboards are part of the pre-selling pattern which, we for one, are again using, this time on our forthcoming picture, The Second Greatest Sex.

"As far as pre-selling pictures through TV is concerned, I quote from remarks I made to you gentlemen in Houston in 1950 — five years ago. I quote: 'To meet the challenge of television, we have made it a partner in the selling of pictures in a manner *which only Universal among all the companies — is now doing.*' We believe we pioneered in the promotional use of television *when we* were pretty much alone in recognizing the effectiveness of this medium.

"I can recall to some of you who attended an Exhibitor-Producer Forum at the Beverly Hills Hotel a number of years ago, that I spoke in favor of the widest use of television to sell pictures—against the battery of protesters. Our policy remains unchanged—we continue to use television as extensively as good judgment and good opportunities afford.

"However, we believe that television selling, especially where film clips are concerned, can be just as damaging as it can be helpful.

"Another interesting aspect in modern living is the fact that national magazines continue to increase in circulation. Apparently there is still a great deal of recreational reading time available despite television. Although newsstand sales have fallen off, as you know, this has largely been attributed to the fact that fewer people are accessible to newsstands. Today, more homes have more magazines delivered through subscriptions than ever before.

"And so we at Universal *are* attempting to solve the pre-selling problem created by modern American living—among other things by reaching our audience in their cars as they ride, on the roadside as they drive—and in their homes as they listen to the radio, look at television or read their national publications.

"At the outset of my talk I said that my theme would be "Let us face the facts."

"There is still one more fact to be faced and a very comforting fact indeed. The fact that despite all these problems, when we do have an attraction that the public wants to see and when we effectively bring this attraction to their attention through pre-selling, all these serious competitive, recreational and cost factors fade—the inconveniences are ignored—they respond in a manner that warms our hearts and fills our theatres.

"*This is the key point.* The fabulous grosses of so many pictures during the past few years have proven that the so-called lost audiences is not hopelessly lost. The American public has not lost its love of the movies. Our responsibility is to keep contact with that audience, through proper pre-selling."

"LET US FACE THE FACTS" REPRINTED ON THIS PAGE ARE EXCERPTS FROM AN ADDRESS BY DAVID A. LIPTON, UNIVERSAL - INTERNATIONAL VICE - PRESIDENT THIS FALL AT AN ADVERTISING AND PROMOTION SEMINAR OF AN IMPORTANT THEATRE ASSOCIATION.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd wk. Artists & Models (Para.) VV & Tech. with Martin & Lewis.

SHEA'S
2nd wk. The Rains of Ranchipur (20th-Fox) C'Scope & Color with Lana Turner.

UNIVERSITY & EGLINTON
3rd wk. Good Morning Miss Dove (20th-Fox) C'Scope & Color with Jennifer Jones.

LOEW'S
2nd wk. Kismet (MGM) C'Scope & Color with Howard Keel.

UPTOWN
The Spoilers (E-U) Tech. with Anne Baxter & Jeff Chandler.

ODEON
3rd wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.

HYLAND - CHRISTIE - DANFORTH - HUMBER
3rd wk. Doctor at Sea (JARO) VV & Tech. with Dirk Bogarde.

DOWNTOWN
Desert Sands (UA) & Fort Yuma (UA).

TOWNE & INTERNATIONAL CINEMA
The African Lion (E-U) Tech.

MONTREAL

LOEW'S
2nd wk. Kismet (MGM) C'Scope & Color with Howard Keel & Ann Blyth.

CAPITOL
3rd wk. Artists & Models (Para.) VV & Tech. with Martin & Lewis.

PALACE
The Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

PRINCESS
Quentin Durward (MGM) Tech. with Robert Taylor.

SNOWDON-OUTREMONT-STRAND
Kiss of Fire (E-U) Tech. with Jack Palance.

AVENUE
3rd wk. Doctor at Sea (JARO) VV & Tech. with Dirk Bogarde.

KENT
3rd wk. Lady and the Tramp (E-U) C'Scope & Tech.

SEVILLE
2nd wk. Guys & Dolls (MGM) C'Scope & Color with Howard Keel.

AVON
3rd wk. Romeo & Juliet (Astral) in Color.

MONKLAND
2nd wk. Wages of Fear (JARO).

WINNIPEG

CAPITOL
Good Morning Miss Dove (20th-Fox) C'Scope & Color with Jennifer Jones.

ODEON
2nd wk. Doctor at Sea (JARO) VV & Tech. with Dirk Bogarde.

GARRICK
2nd wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.

MET
The Deep Blue Sea (20th-Fox) C'Scope & Color with Vivien Leigh.

GAIETY
2nd wk. African Lion (E-U) with Tech.

CALGARY

CAPITOL
2nd wk. The Rains of Ranchipur (20th-Fox) C'Scope & Color with Lana Turner.

PALACE
2nd wk. Artists & Models (Para.) VV & Tech. with Martin & Lewis.

UPTOWN
The Second Greatest Sex (E-U) C'Scope & Tech. with Jeanne Crain.

GRAND
2nd wk. Guys and Dolls (MGM) C'Scope & Tech. with Marlon Brando.

VANCOUVER

CAPITOL
The Deep Blue Sea (20th-Fox) C'Scope & Color with Vivien Leigh.

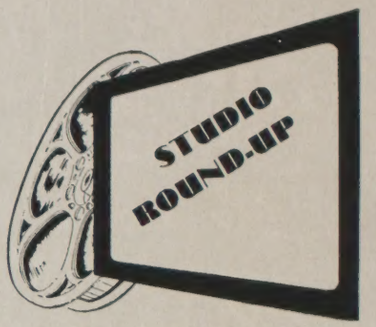
ORPHEUM
The Rains of Ranchipur (20th-Fox) C'Scope & Color with Lana Turner.

ODEON
2nd wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.

PLAZA - ODEON - CIRCLE
The Spoilers (E-U) Tech. with Anne Baxter & Jeff Chandler.

DUNBAR
Passage Home (JARO) with Anthony Steel & Diane Cilento.

STRAND
2nd wk. Good Morning Miss Dove (20th-Fox) C'Scope & Color with Jennifer Jones.



RKO's "The First Traveling Saleslady" goes before the cameras the beginning of January with "Back From Eternity" scheduled to start shooting in February. **Samuel Goldwyn, Jr.** signs **Victor Mature** for top-role in "The Sharkfighters" for **United Artist** release.

Paramount again teams prize-winning combination of **Audrey Hepburn & William Wyler** for their screen version of "L'Aiglon" which will be filmed in Austria and Hollywood. **MGM** adds **Ann Miller** to cast of "The Opposite Sex," joining glamourous trio of **June Allyson, Dolores Gray** and **Ann Sheridan.**

Jan Sterling handed femme lead in **Columbia's** "The Harder They Fall," which topcasts **Humphrey Bogart.** January release for **Universal's** "All That Heaven Allows" starring **Jane Wyman** and **Rock Hudson. Bob Hope** agrees to play role of himself in the **Paramount** production "Gertrude Lawrence as Mrs. A."

Alan Ladd's son, **Laddie,** is making his film debut in the **Warner** production **"Santiago"** in which his father is starred with **Rossana Podesta** and **Llyod Nolan. Empire-Universal** signs young German star, **Marianne Cooks, to a long** term contract.

Republic purchases screen rights to "The Man in Question," a Crime Club Selection mystery novel. **Terry Moore's** first picture, under her renewed contract with **20th-Fox,** will be "The Last Wagon."

Edward Platt handed top role by **Universal** in "Written on the Wind." **Alfred Hitchcock** returns to Hollywood from Tokyo and begins casting for "The Wrong Man" which he will direct for **Warners.**

Doris Day and husband, **Mary Melcher,** announce plans to produce "I Can't Have You," a suspense drama starring **Miss Day,** for release by **Metro. Disney's** "The Great Locomotive Chase" back on the home lot after 62 days of shooting.

20th-Fox assigns **John Lee Mahan** to do script for "Heaven Knows, Mr. Allison," a **Buddy Adler-Eugene Frenke** production.

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BOX-OFFICE!